

Statewide Lodging Performance Fourth Quarter 2008

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2007	57.7%	\$105.41	\$60.84	238,490,077	413,246,792
2008	53.1%	\$103.42	\$54.93	226,517,335	426,485,666
% change	-8.0%	-1.9%	-9.7%	-5.0%	3.2%
Mountain Region					
2007	59.2%	\$99.57	\$58.96	28,882,613	48,775,854
2008	51.1%	\$96.48	\$49.26	25,881,467	50,692,297
% change	-13.8%	-3.1%	-16.5%	-10.4%	3.9%
State of Arizona					
2007	60.9%	\$103.55	\$63.04	5,636,327	9,257,905
2008	53.1%	\$100.82	\$53.51	5,150,004	9,703,795
% change	-12.8%	-2.6%	-15.1%	-8.6%	4.8%
Metro Phoenix					
2007	62.8%	\$118.80	\$74.55	3,059,262	4,875,219
2008	52.8%	\$115.73	\$61.07	2,735,692	5,184,547
% change	-15.9%	-2.6%	-18.1%	-10.6%	6.3%
Metro Tucson					
2007	61.2%	\$98.06	\$60.06	858,287	1,401,346
2008	56.1%	\$95.64	\$53.68	800,575	1,426,266
% change	-8.4%	-2.5%	-10.6%	-6.7%	1.8%
Flagstaff AZ					
2007	60.0%	\$72.38	\$43.41	268,645	447,923
2008	55.7%	\$70.54	\$39.30	259,686	466,047
% change	-7.1%	-2.5%	-9.5%	-3.3%	4.0%
Non-metro AZ					
2007	58.3%	\$79.86	\$46.57	1,628,480	2,792,551
2008	52.8%	\$79.11	\$41.75	1,537,949	2,914,007
% change	-9.5%	-0.9%	-10.3%	-5.6%	4.3%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year